



Share Your Breakfast™ Grant *made possible by Kellogg's*

General Information

At Action for Healthy Kids, we know an effective school breakfast program can be a critical first step to address the epidemic of overweight—but undernourished—children in our country. By increasing student participation in school breakfast, schools can play an important role in preventing or reducing childhood obesity while seeing positive impacts on attendance, learning, and classroom behavior. According to the Food Research and Action Center's [School Breakfast Report Card](#), 8.8 million low-income children participated in the national School Breakfast Program on an average school day, an increase of 6% compared to the prior school year. However, less than half of low-income children take advantage of school breakfast programs. As our country slowly emerges from the worst economic downturn in several decades, substantial numbers of children are missing the most important meal of the day. Using innovative educational and promotional strategies for school breakfast, schools can get more students to the cafeteria table and encourage more parents, teachers, and youth to take action for healthier schools.

Grant Overview

With generous support from Kellogg's, Action for Healthy Kids is offering schools that currently participate in the School Breakfast Program the opportunity to increase their average daily student participation. The *Share Your Breakfast™ Grant* is targeted to schools with greater than 50% eligibility for free and reduced-price meals. Through the *Share Your Breakfast™ Grant*, Action for Healthy Kids will provide funding, management, expertise, and support to develop alternative breakfast programs or start a universal breakfast program. If additional funding is available it will support nutrition, physical activity, and health programming such as [Game On! The Ultimate Wellness Challenge](#) for elementary schools, [Fuel Up to Play 60](#) for middle schools, and [Students Taking Charge](#) for high schools.

The overall goal of this partnership is to increase average daily breakfast participation (ADP) by 25% or more for the duration of the grant period. A key secondary goal is to mobilize parents and youth as advocates and implementers of these school breakfast initiatives through Action for Healthy Kids' core school health programs, *Game On! The Ultimate Wellness Challenge*, *Fuel Up to Play 60*, and *Students Taking Charge*.

As a result of Kellogg's donation, funding awards from *Share Your Breakfast™ Grants* will range from \$750-\$1,000, with significant in-kind contributions from Action for Healthy Kids in the form of people, programs, and policy expertise. The amount of the award will be based on building



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enrollment, project type, potential increases in participation, and ability to mobilize parents and students around school breakfast initiatives. **All schools meeting stated requirements will be eligible for funding; however, priority selection will be given to schools with school populations greater than 500 students, average daily participation around 35%, and a free and reduced meals percentage greater than 50%.**

Time Frame

- Schools interested in the grant are invited to attend a webinar to learn more about the *2011-2012 Share Your Breakfast™ Grants*:
 - Wednesday, September 21, 2011, 4 – 5 p.m. ET
 - [Register now](#). Space is limited.
- Completed application must be received by Action for Healthy Kids by 5 p.m. ET on **Friday, September 30, 2011**. Detailed information about how to submit your application is included on the application form.
- Funded school districts will be notified on **Monday, October 17, 2011**
- Project activities must be completed between **November 1, 2011-December 1, 2012**
 - **Action Plan/Goals- Friday, December 16, 2011**
 - **Mid Project Report – Friday, June 10, 2012**
 - **Final Evaluation and Report – Friday, December 10, 2012**

Review Criteria

Action for Healthy Kids will make the final determination of schools funded. Applications for the *Share Your Breakfast™ Grant* will be reviewed on the following criteria.

- ✓ Compliance with application guidelines
- ✓ Detailed and thoughtful project narrative
- ✓ Focus on Alternative or Universal Breakfast
- ✓ Creativity, strategic thinking, and partnerships to engage parents, youth, and community members
- ✓ Measurable and appropriate impacts, outcomes, and tactics
- ✓ Appropriate and detailed budget, including use of in-kind and volunteer resources

Applications will be reviewed by members of Action for Healthy Kids staff, Team leaders, and national Partner organizations.

Share Your Breakfast™ Grant Requirements:

- Funds will only be dispersed as follows:
 - First installment of 75% upon receipt of the completed grantee agreement
 - Second installment of 25% upon receipt of Mid-Project Summary Report



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- Each school will assign one staff member to serve as primary point of contact with the national organization and participate on the state Action for Healthy Kids Team if not already a member.
- Each school will work with Action for Healthy Kids and community partners to achieve an increase in ADP of 25% over the course of the grant term.
- Secondary goal: Activate parent engagement or student-led advocacy in Action for Healthy Kids core school health programs, [Game On! The Ultimate Wellness Challenge](#), [Fuel Up to Play 60](#), and [Students Taking Charge](#) to increase overall school wellness
- Each school will complete all required evaluation materials in a timely manner including
 - Action Plan (due December 16, 2011)
 - Mid term report (due June 8, 2012)
 - Final Report (due December 14, 2012)



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*Action for Healthy Kids & Kellogg's
Share Your Breakfast™*
APPLICATION FORM

I. Contact Information

Name of Person Completing this Application:

Title:

School District:

School Name:

City/State/Zip:

Phone Number:

Fax:

E-Mail:

Please circle the preferred method of contact above.

Principal/Administrator Name (if different from the person completing the application):

Signature of Principal/Administrator:

Signature of Food Service Director:

(Electronic signatures will be accepted. Signature indicates that the School's Principal/Administrator approves this application and will fully support the grant activities and requirements, if funded.)



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If Action for Healthy Kids cannot reach you, please provide the name of a secondary contact:

Secondary Contact:

Phone Number: Fax:

E-Mail:

Please circle the preferred method of contact above.

II. District and School Information

Please provide school name, grades served, free and reduced lunch information, current breakfast and lunch participation figures, and school wellness champions at each school.

District Name	School Name	Principal	School-level Champion	School Enrollment	% Free & Reduced Lunch	ADP for School Lunch	ADP for School Breakfast
Sample District	Sample Elementary School	John Sample	Joan Sample	492	78%	53%	33%

Identified wellness champion(s) at the school level. Wellness champions may be people like school nurses, cafeteria managers, youth leaders, Action for Healthy Kids volunteers, or PTA chairs that are leaders in creating healthy and active schools at the local level.

Name:
Title/Role:

Name:
Title/Role:

Name:
Title/Role:



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III. Share Your Breakfast™: Innovative Strategies

Please indicate below which tactic(s) will be utilized to drive increased participation in school breakfast programs. *Check all that apply.*

- Alternative breakfast
 - Breakfast in the Classroom
 - Grab and Go
 - Breakfast after 1st period
 - Other: (Please describe) _____
- Universal breakfast

Please indicate below which Action for Healthy Kids resources will be used to mobilize parents and youth as advocates, supporters, and implementers of these school breakfast initiatives.

- [Game On! The Ultimate Wellness Challenge](#) (grades K-8) is a flexible framework that makes it easy for schools to help youth and their families eat healthy and be active every day. *Game On!* helps schools increase awareness of existing programs and tailor new initiatives, like school breakfast, to the needs of their school community. Through fun, paired “challenges” around *Making Better Food Choices* and *Moving More*, *Game On!* leads to positive changes in behavior that impact student health and achievement.
- [Fuel Up to Play 60](#) enables kindergarten through 12th grade teachers and students to take action to improve nutrition and physical activity at their school and for their own health. The program can be tailored to meet each school’s wellness goals and features easy enrollment at no cost, step-by-step guidance for adults and students, incentives to motivate students and rewards to recognize those who take action.
- [Students Taking Charge](#) (grades 7-12) is a national program where secondary students can learn, join together, and take action to make their schools healthier places to learn and achieve. *Students Taking Charge* helps youth investigate their school, develop an action plan, and translate their own creativity, energy, and passion into programs and policies like school breakfast! Through *Students Taking Charge*, students gain leadership skills as they improve their school health environment for themselves and their peers.



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Through the *Share Your Breakfast™ Grant*, Action for Healthy Kids will provide management, support, and people power to make positive changes happen in your school district. Which of the following resources are most needed in your school district and schools?

- Local workshop, webinar, or training on *Game On! The Ultimate Wellness Challenge* for teachers, school staff, parents, and community members
- Local workshop, webinar, or training on *Students Taking Charge* for teachers, school staff, and students
- Expertise around local wellness policy, state and national school recognition programs, and evaluation
- Volunteers like parents, students, Action for Healthy Kids Team members, and other community leaders to provide people power for new programs
- Physical activity equipment like [ReCharge! Energizing After-School](#) for physical education classes, field days, family fitness nights, and after-school activities
- Factsheets and take home materials that can be used to educate and motivate families
- Other:

IV. Project Detail

Project. Describe in detail the project you wish to see at your school. (250 words)

Impacts. Action for Healthy Kids expects the following impacts from a successful execution of your project.

- Students will experience benefits to health, attendance, classroom behavior, and learning through a 25% increase in school breakfast participation at your school.
- Your school will experience benefits from increased engagement of teachers, parents, youth, Action for Healthy Kids volunteers, and community members as you continue to develop a school environment where children and youth can eat healthy and be active every day.

Outcomes. Please describe 3-5 measurable outcomes that will lead to the impacts above. Outcomes are statements summarizing what the target group will know, be able to do, or do as a result of your work. A good, measurable outcome can be written in the following way: "By (a set time), (what number or percentage) of (who) will (do what)."

Tactics. In addition to utilizing Action for Healthy Kids programs and resources, how will your school use breakfast as a strategy to engage more teachers, parents, students, and volunteers around the issue of school wellness? We're looking for creative ideas that use



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expanding breakfast as a springboard to make changes to nutrition and physical activity school-wide. (250 words)

Evaluation. Describe how you will measure success. (50 words)

Budget. Please itemize below how you plan to use the grant funds to achieve the objective/s of this mini grant. Be specific. **Grant funds may not be used for staffing or administrative costs.** Grants will be funded in a range of \$750-\$1000. Budgets for more than that amount will be funded in the range specified. Categories have been provided as a guide, feel free to adjust as fits your application.

	First Semester Request (not to exceed 75% of total)	Second Semester Request (not to exceed 25% of total)	In kind or matching dollars (e.g. Team Nutrition grant)	Justification of Funds (Description of use of funds)
Program equipment and supplies				
Incentives, gifts, and awards				
Evaluation				
Printing and Copying				
Meeting/Event Costs				
Other				
Total Amount to School Support (not to exceed \$1000)				



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V. Five Final Questions about your District

1. Every district has “success stories” to share as they celebrate progress made toward creating healthy and active school communities. Share the nutrition or physical activity initiative that you are *most proud* of having in your district. (250 words)
2. If Action for Healthy Kids wanted to feature this story on our website, who would we contact for more information?

Name: _____ **Title/Role:** _____

Phone Number: _____ **Fax:** _____

E-Mail: _____

3. In addition to the *Share Your Breakfast™ Grant*, has your school or other schools within your district (if known) received (or applied for) additional funding to address nutrition or physical activity? (e.g. PEP grant, Team Nutrition grant, Fuel Up to Play 60 mini-grant, etc.) *If so, please describe.* (50 words)
4. Has your school or others within your district (if known), including PTA chapters and individual wellness champions at the building level, ever received a grant from Action for Healthy Kids? *If so, please describe.* (50 words)
5. Is there anything else Action for Healthy Kids should consider in reviewing your application? (50 words)

VI. Deadlines and Submission Information

- Completed application must be received by Action for Healthy Kids **by 5 p.m. ET on Friday, September 30, 2011**. Applications and one letter of support from a partner can be submitted by mail, fax, or e-mail:
 - **By e-mail:** StateTeams@ActionForHealthyKids.org.
In subject line: Share Your Breakfast™ Grant
 - **By fax: 312-212-0098 Attn: Kristen Medica**
 - **By mail:**
Action for Healthy Kids
Share Your Breakfast™
Attn: Kristen Medica
600 West Van Buren, Suite 720
Chicago, Illinois 60607



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Within 72 hours of application receipt, participants will receive a confirmation email. If you do not receive an email within this timeframe, please contact us at 312.212.0866.

Questions about the grant program can be directed to Ellen Dillon via e-mail (edillon@ActionforHealthyKids.org) or phone (410)707-9038.



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